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London is the city with the best reputation in the world according to Reputation Institute

Study finds people judge cities differently from their corresponding countries

New York, NY USA, November 30, 2011 – London has earned the highest reputation rating in Reputation Institute's 2011 City RepTrak™, an annual study that assesses public perceptions of 100 cities, representing some 59 countries. The study measures the overall trust, esteem, admiration and good feelings the public holds towards these cities, as well as perceptions across 13 different attributes relating to economy, administration and general appeal. Results from over 35,000 respondents in 15 countries showed that London scored well in all of these elements, followed by Geneva, Sydney and Vienna – with world cities like New York and Hong Kong trailing far behind in 25th and 46th places respectively. "The study shows that a strong city reputation requires hard work across many different areas – having cultural appeal or being an international business hub is simply not enough," says Nicolas Trad, Executive Partner of [Reputation Institute](http://ReputationInstitute.com), a global consulting firm specializing in reputation management.

Following a period of economic squeeze, London may find solace in the study's findings as it gears up to host the London 2012 Olympic and Paralympic Games. When contacted about the study's findings, London & Partners' Chief Executive Gordon Innes said, "As the official promotional organisation for London, we are delighted with this accolade recognising our reputation as a world class city. The top rating demonstrates London's enduring appeal to visitors, students and businesses. The many enhancements to the city in the lead up to the London 2012 Olympic and Paralympic Games will ensure the capital continues to be trusted and admired by the global community and Londoners alike." London's efforts to stay at the top of its game were also reflected in recent comments made by its Mayor Boris Johnson in an interview with Management Today: "We want to make London the most positive, complete, attractive city to live in and invest in."

Geneva, too, seems to be reaping the benefits of its recent efforts, which include a branding campaign launched last year. In response to Reputation Institute's ranking of Geneva as the second most reputable city in the world, the Mayor of the City of Geneva Pierre Maudet commented, "The reputation of Geneva in the world is built upon its international appeal as well as the first-class lifestyle it offers. Questions of infrastructure and safety must, however, remain in the forefront of our concerns if we are to maintain this position."

An interesting observation comes from comparing the results of this study with a parallel [study of country reputations](#) released by Reputation Institute in September 2011. Whereas the public gave top grades to Canada and Sweden, the major cities in those countries – namely Vancouver, Montreal, Toronto and Stockholm – ranked much lower in the city ranking. Conversely, top 10 rated cities fared much better than some of their home countries (including Italy, Spain, Austria, and the UK). The results demonstrate that cities can rise above national political and economic issues to build trust and admiration with the public.

Reputation Institute also measured the impact that people's perceptions on the 13 attributes had on the cities' overall reputation, and found that being perceived as "a safe city for visitors and residents" was the most important attribute to drive a city's reputation. This could explain the relatively low ranking of US cities such as New York, Los Angeles and Chicago – all placed in the middle tier and all scoring poorly on safety in this study. Nevertheless, it didn't prevent London from winning the top spot in the ranking overall, despite occupying the less-than-impressive 22nd place on safety.

Importantly, this year's study found a direct link between cities' reputation and people's willingness to visit them or do business in them. "The study shows that people are almost 3 times more likely to visit cities ranked in the top 10 compared with those ranked in the bottom 10 of the reputation ranking," says Kasper Nielsen, Executive Partner of Reputation Institute. "It confirms our belief that cities can gain a substantial return on their investments from applying our systematic reputation enhancement methodologies."

About Reputation Institute

Reputation Institute is the world's leading corporate reputation consulting firm. Founded in 1997, with a presence in 30 countries, Reputation Institute is the pioneer in reputation management. Through systematic research and analysis, Reputation Institute supports companies, countries and cities in building comprehensive strategies and making operational decisions that are designed to align stakeholders with strategic objectives creating tangible economic value. Reputation Institute enables leaders to make business decisions that build and protect reputational capital and drive competitive advantage. For more information, visit: www.reputationinstitute.com.

About our study data partner: Survey Sampling International

Survey Sampling International (SSI) is the premier global provider of sampling solutions for survey research. With offices in 15 countries, SSI provides data collection services to more than 1,800 clients, including 48 of the top 50 research organizations. For more information, visit: <http://www.surveysampling.com>.

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2011 City RepTrak™ Rankings

City	Home Country	Rank	City Pulse Score
London	the United Kingdom	1	71.9
Geneva	Switzerland	2	71.0
Sydney	Australia	3	70.9
Vienna	Austria	4	70.8
Venice	Italy	5	70.7
Rome	Italy	6	70.6
Barcelona	Spain	7	70.5
Oslo	Norway	8	70.5
Florence	Italy	9	70.4
Vancouver	Canada	10	70.2
Paris	France	11	69.9
Copenhagen	Denmark	12	69.1
Stockholm	Sweden	13	69.0
Brussels	Belgium	14	68.4
Prague	Czech Republic	15	68.3
Helsinki	Finland	16	68.0
Toronto	Canada	17	67.9
Montreal	Canada	18	67.4
Munich	Germany	19	67.3
Madrid	Spain	20	67.2

Amsterdam	the Netherlands	21	67.2
Edinburgh	the United Kingdom	22	67.1
San Francisco	United States of America	23	66.9
Dublin	Ireland	24	66.9
New York	United States of America	25	66.6
Milan	Italy	26	66.6
Lisbon	Portugal	27	66.2
Melbourne	Australia	28	65.8
Athens	Greece	29	65.7
Zurich	Switzerland	30	65.7
Berlin	Germany	31	65.6
Frankfurt	Germany	32	65.5
Tokyo	Japan	33	65.4
Orlando	United States of America	34	64.5
Auckland	New Zealand	35	64.2
Bali	Indonesia	36	63.8
Seattle	United States of America	37	63.7
Singapore	Singapore	38	63.5
Dusseldorf	Germany	39	63.4
Atlanta	United States of America	40	62.8
Los Angeles	United States of America	41	62.8
Chicago	United States of America	42	62.4
Miami	United States of America	43	62.1
Osaka	Japan	44	62.1
Budapest	Hungary	45	61.9
Hong Kong	China	46	61.8
Boston	United States of America	47	61.5
Lyon	France	48	61.3
Phuket	Thailand	49	60.6
Washington DC	United States of America	50	60.0
Santiago	Chile	51	59.5
Buenos Aires	Argentina	52	59.5
Houston	United States of America	53	59.1
St. Petersburg	Russia	54	59.0
Cancún	Mexico	55	58.4
Kiev	Ukraine	56	58.0
Warsaw	Poland	57	57.9
Shanghai	China	58	57.8
Las Vegas	United States of America	59	57.7
Dubai	UAE	60	57.7
Rio de Janeiro	Brazil	61	57.5
Cape Town	South Africa	62	57.3
Seoul	South Korea	63	57.2
Pattaya	Thailand	64	57.0

Sao Paulo	Brazil	65	56.6
Taipei	Taiwan	66	56.1
Mecca	Saudi Arabia	67	56.0
Johannesburg	South Africa	68	55.4
Kuala Lumpur	Malaysia	69	55.1
Moscow	Russia	70	54.8
Shenzhen	China	71	54.4
Bangalore	India	72	54.1
Lagos	Nigeria	73	53.8
Dhaka	Bangladesh	74	53.0
Istanbul	Turkey	75	53.0
Macau	China	76	53.0
Bangkok	Thailand	77	52.6
Mumbai	India	78	52.3
Cairo	Egypt	79	52.3
Beijing	China	80	52.3
New Delhi	India	81	51.7
Manila	Philippines	82	51.6
Ryadh	Saudi Arabia	83	51.5
Tel Aviv	Israel	84	51.3
Lima	Peru	85	51.3
Bogota	Colombia	86	51.0
Kolkata/Calcutta	India	87	50.9
Caracas	Venezuela	88	50.5
Port-au-Prince	Haiti	89	50.4
Mexico City	Mexico	90	50.2
Jakarta	Indonesia	91	50.2
Karachi	Pakistan	92	49.6
Chongqing	China	93	49.1
Hangzhou	China	94	48.6
Ho Chi Minh City	Vietnam	95	47.7
Nairobi	Kenya	96	47.5
Guangzhou	China	97	47.4
Luanda	Angola	98	47.0
Tehran	Iran	99	36.3
Baghdad	Iraq	100	34.6